BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 27: Technology and Digital Media in Hospitality**
Learning aim(s)	**A:** Explore the use of technology used in hospitality businesses **B:** Explore the use of digital media and mobile technologies in hospitality businesses
Assignment title	**Exploring Technology in Hospitality**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are a supervisor in a hospitality business. Your manager has asked you to investigate and write report on technology and its uses in hospitality. The four areas of technology your manager would like you to investigate in two contrasting businesses are managerial, operational, digital media and mobile.
Task 1	You will have to investigate a number of hospitality businesses and their use of technology and choose two to write about either in project or a report format. The two businesses must however be contrasting. Your report will compare the uses of managerial, operational, digital media and mobile technologies in both businesses. Throughout this report you should be using the correct terminology appropriate for technology and that it can be understood by your target audience. Your report should evaluate how effectively managerial and operational technology enhances the businesses to meet their objectives. You will also evaluate the benefits and barriers of using digital media and mobile technology.
Checklist of evidence required	Presentation Research

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.D1	Evaluate how technology enhances business efficiency to enable businesses to meet objectives.
B.D2	Evaluate the benefits and barriers to using digital media and mobile technologies in the hospitality industry.
A.M1	Explain the importance of technology to hospitality businesses.
B.M2	Analyse how the use of digital media and mobile technologies have impacted customer experience.
A.P1	Describe the use of managerial technology in contrasting hospitality businesses.
A.P2	Describe the use of operational technology in contrasting hospitality businesses.
B.P3	Investigate the use of digital media in contrasting hospitality businesses.
B.P4	Investigate the use of mobile technologies in contrasting hospitality businesses.